

REMARKS

Applicants request that the Examiner enter the amendment prior to continued examination of this application.

Claims 1-4, 6 and 13-19 are pending in the application. Claims 1-3, 6 and 13-16 and 18-19 remain pending following entry of this response. Claims 1-3, 6 and 13-16 and 18-19 have been amended. Claims 4 and 17 have been cancelled. Applicants submit that the amendments do not introduce new matter.

Further, Applicants are not conceding in this application that those amended (or cancelled) claims are not patentable over the art cited by the Examiner, as the present claim amendments and cancellations are only for facilitating expeditious prosecution of the claimed subject matter. Applicants respectfully reserve the right to pursue these (pre-amended or cancelled claims) and other claims in one or more continuations and/or divisional patent applications.

Statement of Substance of Interview

On June 30, 2010, a telephonic interview was held between Johnny Lam (technical adviser for Applicants) and Primary Examiner James Myhre. During the interview, the parties discussed the *Rice* reference. Claim 1 was discussed. The parties also discussed proposed amendments to claim 1. While no allowance was agreed to during the interview, the Examiner indicated that the proposed amendments should move prosecution forward. The proposed amendments are reflected herein.

Claim Rejections - 35 U.S.C. § 103

Claims 1-4, 6 and 13-19 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Rice* (US 6,486,891).

With this response, Applicants have cancelled claims 4 and 17, thus rendering the rejection moot as to these claims.

Further, Applicants have amended claim 1 to recite, *inter alia*, "receiving . . . a first web page comprising a first banner advertisement associated with a link identifying a first target website and . . . a second webpage comprising a second banner advertisement associated with a link identifying a second target website" and "providing

an advertising history window for user-controlled scrolling through the banner advertisements saved from the web pages". Independent claims 13 and 14 have also been amended to recite similar limitations. Applicants respectfully submit that the claims, as amended, are not taught by Rice. In particular, Rice does not teach providing an advertising history window for scrolling through banner advertisements that are saved from received web pages. Accordingly, Applicants respectfully submit that the rejection is obviated.

Therefore, the claims are believed to be allowable, and allowance of the claims is respectfully requested.

Conclusion

Having addressed all issues set out in the office action, Applicants respectfully submit that the claims are in condition for allowance and respectfully request that the claims be allowed.

Respectfully submitted, and
S-signed pursuant to 37 CFR 1.4,

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